

Secretary's Summary

Membership

During the first year the Association had 45 basic or family memberships. Several of these came in the closing hours of the year. Another 30 have been added this year with several more expected. Membership renewal has been very good, particularly since we did not send out renewal notices (a problem will be corrected in the future). There are presently five members whose dues are in arrears, but it is expected their failure to renew was caused by the lack of notification—a notice will be sent to them. No members were dropped from membership or denied service during this period of confusion. Bylaws will be considered at the

annual meeting that will define the circumstances under which a member will be dropped from the active list after failure to renew his dues.

Expansion and Publicity

Much has been learned this year as work continued on making the Association's presence known to Missouri Alford, and as efforts were made to get some publicity on the annual meeting. The first lesson learned was that both were more costly than expected, as can be seen in the financial report. Because of the considerable cost in the Missouri effort, a hold was placed on the Mississippi expansion. It has been concluded, by some at least, that the

expansion effort and the publicity for the annual meetings should be one and the same project. This was accomplished to a degree this year by issuing news releases as well as combining information about the annual meeting in letters to Missouri and Georgia residents. (See "Publicity Blitz," p. 4)

It will be suggested at the annual meeting that each year expansion and publicity be concentrated on the state in which the Association plans to meet, and that it be handled by a standing committee.

Nancy T. Alford
AAFA Secretary